



April 21, 2008

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

I represent Wells' Dairy, Inc., the largest family owned and managed dairy processor in the United States, located in Le Mars, Iowa. Our 2,500 employees rely on Sioux City, Iowa broadcast television stations as our source for important local news and events. KTIV, the number one rated TV station in the market, is the ultimate example of a true community partner.

The local programming, local news and their involvement in community events are vital to the identity of the Sioux City market area and a mandatory when it comes to crisis events such as severe weather and other community disaster scenarios. Their ability to have local control of their operations and how they go about serving their viewers is of utmost importance.

Federal regulation isn't necessary to direct Siouxland's broadcasters to air local matters and programming or to dictate how they communicate with us and other local leaders and organizations. The access that KTIV provides me, our company and others to specific local issues and concerns is a fully open dialogue and represents a unique collaborative relationship that has been lost in other areas of our society when it comes to voicing and communicating issues of local concern. Any new rules on local programming that threaten to insert a bureaucratic framework will disturb a locally-developed process that works very well today.

Respectfully submitted,

Dave Smetter
Senior Director
Corporate Marketing & Communications
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